

## **PRESS RELEASE**

### **NAGRAVISION AND ZON TVCABO TO FIELD-TEST NEXT GENERATION USER EXPERIENCE SOLUTION**

- ***Portugal's leading Triple Play operator and Nagravision will launch field trial of OpenTV nX next generation user interface***
- ***OpenTV nX cross-device user experience provides a universal interface for traditional broadcast television, Internet media and on-demand content.***

**Cheseaux, Switzerland – September 9, 2010** - Nagravision, a Kudelski Group (SIX:KUD.S) company and the world's leading independent provider of value-added content protection solutions, announced today that it will field test ZON TVCabo's next generation user experience solution based on OpenTV nX, Nagravision's cross-device user interface.

The agreement further strengthens the partnership between ZON TVCabo and Nagravision which currently enables the operator to deliver value-added services to its subscribers, including video-on-demand, pay-per-view and advanced PVR functionality in both HD and SD, through an end-to-end solution featuring NAGRA Media ACCESS content security and powered by OpenTV middleware technology.

"As a service provider, our goal is to ensure that we are providing the best TV experience to our viewers along with the best and new advanced functionalities," said Jorge Graça, Executive Board Member of ZON TVCabo. "Moving forward with a next generation TV experience such as OpenTV nX and trialing it for our customers is a key part of that process, and it was an obvious decision to engage with Nagravision in this important project. They are a close and solid partner in our core Pay TV business and we are eager to see the results of this extended collaboration".

"Nagravision has a longstanding relationship with ZON TVCabo and we are very excited to be selected to extend that relationship today through the implementation and launch of ZON's next generation services," said Thierry Legrand, Senior Vice President in charge of the SMEA Region for Nagravision. "We are committed to helping ZON grow their business and secure their ever-expanding offering through solutions that can be deployed seamlessly over different types of networks and deliver a compelling user experience to their subscribers."

The OpenTV nX user interface was specially designed for next generation set-top boxes and can also run on ZON's installed legacy base. The result of more than five years of research and development into user interface design, OpenTV nX is Nagravision's cross device user experience selected by ZON TVCabo to provide a universal interface that integrates traditional broadcast television with locally stored and Internet media, as well as on-demand content. It is tailored for different devices and device capabilities, allowing service providers like ZON to customize it according to their unique requirements and end-users to personalize it according to their preferences.

With the myriad of content choices facing consumers today - from linear TV, timeshifted TV, video-on-demand and Internet video, OpenTV nX simplifies the process of content discovery through an easy-to-use and consistent user interface. It places video content, where consumers want it, and combines recommendations, universal search and social networking to expose relevant, rich and exciting content.

The award-winning OpenTV nX is designed to work with just five buttons on a traditional remote control, providing a heads-up approach to navigation that is missing from many other interfaces. It can also be extended across other devices such as PCs, smartphones and tablets to take advantage of functionality such as multi-touch screen to further extend the experience.

### **About ZON TVCabo**

ZON TVCabo is the largest Triple Play operator (TV, Broadband Internet and Fixed Telephony) in Portugal. With over 1.6 million customers, it is the leader of the Portuguese Pay TV market and one of the largest European operators.

With over 100 channels (presented in several bundles and Premium channels) the company invests on the expansion of its digital grid and its cable and satellite platforms, in high definition and in 3D technology.

In the area of Broadband Internet, ZON has more than 650 thousand customers, and is the leader in terms of speed and browsing experience. ZON has placed Portugal at the forefront of innovation, with the launch of its 200 Mbps and 1Gbps ZON Fibra bundles, speeds which are unparalleled in Europe.

In 2007, ZON's offer was complemented with the fixed telephony service, which has already passed the mark of 700 thousand customers. With the launch of the mobile service (MVNO – mobile virtual network operator), which has already taken place in 4Q08, the Triple Play service has been transformed into a Quadruple Play Service.

### **About the Kudelski Group and Nagravision**

The Kudelski Group (SIX: KUD.S) is a world leader in digital security and convergent media solutions for the delivery of digital and interactive content. Its technologies are used in a wide range of services and applications requiring access control and rights management to secure the revenue of content owners and service providers for digital television and interactive applications across broadcast, broadband and mobile delivery networks. The Kudelski Group is also a world technology leader in the area of access control and management of people or vehicles to sites and events. It additionally offers professional recorders and high-end Hi-Fi products. The Kudelski Group is headquartered in Cheseaux-sur-Lausanne, Switzerland. Please visit [www.nagra.com](http://www.nagra.com) for more information.

Nagravision, a Kudelski Group company, is the leading supplier of open conditional access systems, DRM and integrated on-demand solutions for content providers and digital TV operators over broadcast, broadband and mobile platforms. Its technologies are currently being used by more than 120 leading Pay-TV operators worldwide securing content delivered to over

133 million active smart cards and devices. Please visit [www.nagravision.com](http://www.nagravision.com) for more information.

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